

**August  
2006**

# West Central Long Beach Community Planning Bulletin

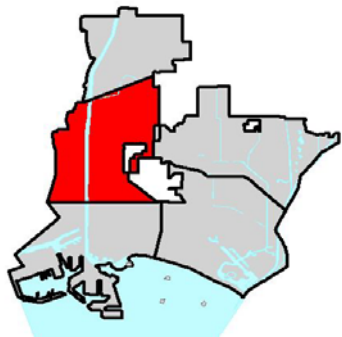
City of Long Beach ■ Department of Planning and Building  
Community and Environmental Planning Division

[www.longbeach.gov/plan/pb/cpd](http://www.longbeach.gov/plan/pb/cpd)



Revised: August 29, 2006

## PENDING DEVELOPMENT PROJECTS



The City of Long Beach is divided into five planning areas with a Community Planner assigned to each geographic area. This monthly bulletin is compiled by your community planner as a forum to update citizens on new developments and neighborhood issues as a way of keeping citizens involved in the planning process.

Please contact Steve Gerhardt, West Central Long Beach Community Planner, at (562) 570-6288 or via email at [Steve\\_Gerhardt@longbeach.gov](mailto:Steve_Gerhardt@longbeach.gov) if you have questions.

This bulletin is also available on the internet at: [www.longbeach.gov/plan/pb/cpd](http://www.longbeach.gov/plan/pb/cpd)  
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### **1. 3700 Block of Long Beach Boulevard Bixby Knolls BIA, Los Cerritos Improvement Association, Council District 8**

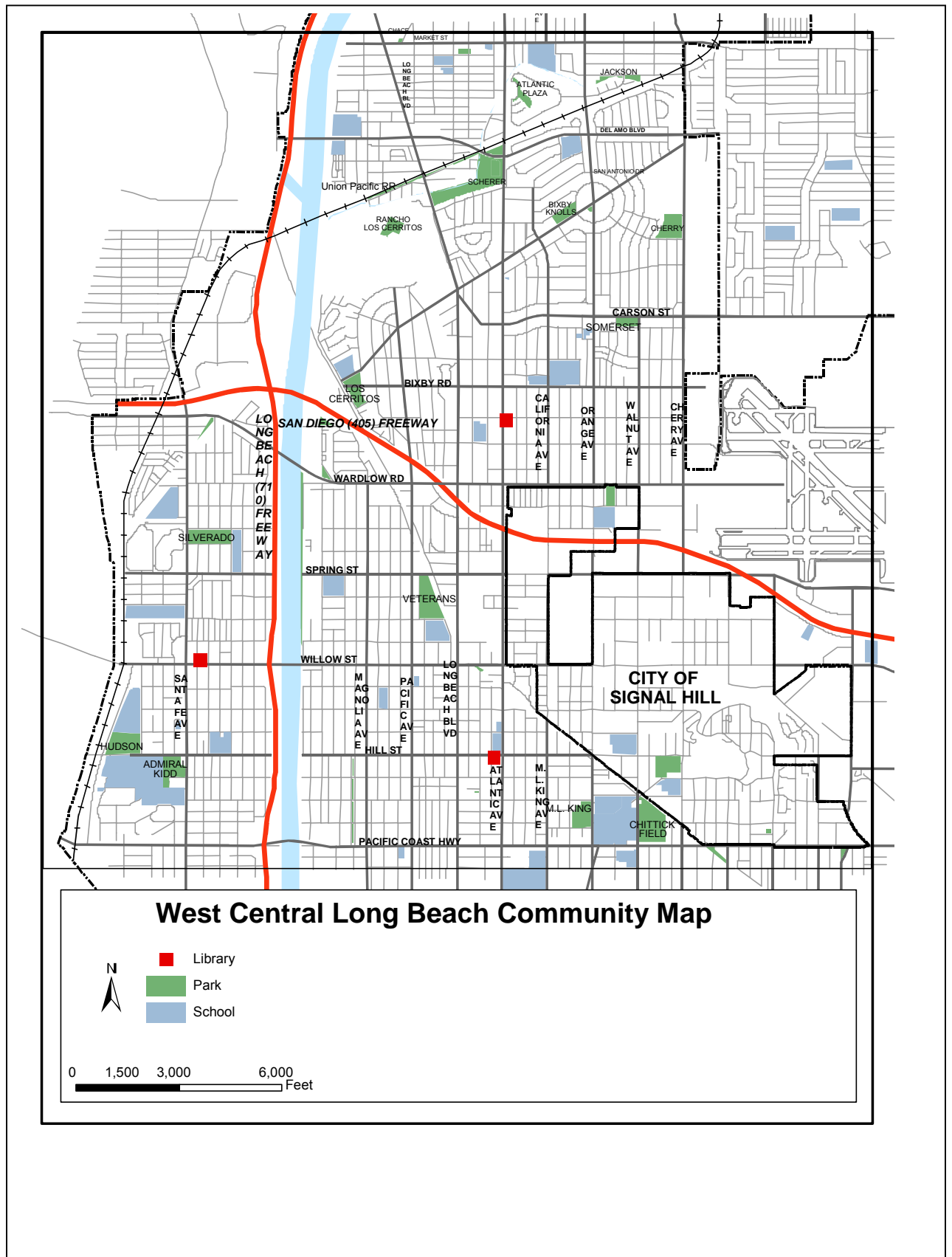
There are several construction projects pending along this block, in addition to some public utility and street improvements. Construction of a new one-story medical building at 3734 LBB is nearing completion. Other small construction projects will be coming soon. Street repaving, new utilities and improved traffic signal synchronization are coming along this segment of the street as well over the next several months.

A project proposed at 3711 LBB (Case 0606-08) is the construction of a **209-space parking structure** in place of an existing 65-space lot. Access to the structure will be provided through existing driveways on Long Beach Boulevard, but will be located adjacent to **Locust Avenue**. A **community meeting** was held by **Councilmember Rae Gabelich** on April 3 at Nino's Restaurant to elicit public comments prior to detailed design of the project and submittal of the project application. The project will be submitted as a courtesy parking area adjacent to the existing 10-story office building, and is intended to conform to the development standards of the existing residential zoning. Planning and Public Works comments on a pre-application submittal have been provided to the applicant. Revisions to the plan are expected in response to those comments. Another community meeting and hearing date for the site plan review will be set once the plans are finalized. JW

### **2. Wrigley Village Wrigley, Wrigley Village NAG, Council District 6**

There are several exciting new developments in and around Wrigley Village. The **Streetscape Design** project is moving forward, with consultant interviews by staff from several departments and a member of the community set for mid-September.

**Don Chente** restaurant is scheduled to open in late September on the NWC of at PCH and Pine. On August 21, the Redevelopment Agency initiated proceedings to **purchase and remove the recycling center site** across the street from Don Chente's. This action has been long sought after by the community and **Councilmember Laura Richardson**.



**PENDING DEVELOPMENT PROJECTS, Continued**

**3. 3747 Orange Avenue, California Heights Methodist Church (Case 0601-20)  
California Heights NA, Bixby Highlands NIA, Council District 7**

The proposed project is **replacement** of the existing **childcare building** with a **17,000 square-foot new facility** that will be **attached** to the **existing historic house**. Detailed design is being reviewed and localized traffic and parking concerns are being analyzed. This project would require a zone change to allow the expansion of the existing non-conforming facility. Conditions of approval will address the local impacts of this project. The Planning Commission is scheduled to hear this case September 7. SM

**4. 4442 Atlantic Boulevard, Bixby Knolls Shopping Center (Case 0602--03)  
North PAC, Bixby Knolls BIA, Los Cerritos Improvement Association, Council District 8**

The project is a demolition of an existing 52,161 square-foot retail store (Robert's Department Store) and development of a **new 42,803 square-foot retail building (Marshall's)** and **5,000 square foot outlying retail/restaurant pad**. The Redevelopment Bureau is providing gap funding to make this project feasible. The project received conceptual site plan review approval in April 2006. A hearing date for the site plan review of the detailed development project will be set when the revised project plans are submitted. LH

**5. 4000 Via Oro, Intex Recreation Corporation Distribution Center (Case 0511-04)  
West Long Beach, Council District 8**

The project is a **534,000 square-foot distribution warehouse** with approximately 50 truck bays near the intersection of Carson Street and Santa Fe Avenue adjacent to the 710 Freeway. Intex is an importer/manufacturer of inflatable toys sold around the world. The project will require a site plan review and amendment to an existing development agreement. A hearing date will be set when the next set of revised project plans are submitted and environmental review is completed. SM

**6. 2367-2375 Long Beach Boulevard, Townhomes (Case 0511-38)  
Central PAC, Council District 6**

The project proposes **18-units** of for-sale **townhouses**, with access provided from the side streets and alley. The Olson Company, the project developer, presented this project to the Wrigley Association at its January 9, 2006 meeting. The design is being refined, but no hearing date will be set until revised project plans are submitted. MM

Other condominium development projects are expected along this segment of Long Beach Boulevard. More details will be provided when the applications have been submitted.

**7. 3595 Santa Fe Avenue, Mobile Home Park Conversion (Case 0308-05)**  
**West Long Beach, Council District 7**

The project proposes **converting an existing Windward Village mobile home park** from rental ownership to **condominium ownership** through the subdivision of the property into 306 lots. The creation of a new zoning category for mobile home condominiums is being established for this and other mobile home parks converting to individual ownership. The hearing before the Planning Commission is expected in October. JW

**8. Atlantic and 21<sup>st</sup> Street, Atlantic Avenue Homeownership Development**  
**Council District 6**

The project is a Long Beach Housing Development Company (HDC) project to provide **58 moderate-income workforce homes**. On January 23, the HDC hosted a meeting to present the six potential developers to the community. A large public turnout asked questions about the type of housing and potential for local participation in the construction of the project. The project will feature affordable attached homes for sale. The Technical Review Committee recommendation presented to the LBHDC at their meeting on June 21<sup>st</sup> resulted in the selection of **Brookfield Homes** as the project developer. Brookfield has been involved in other Long Beach projects including Cienega on PCH west of the Traffic Circle at Grand Avenue.

**ACTIONS ON COMPLETED CASES**

**9. Menorah Housing, Atlantic Vernon Senior Housing**  
**Central PAC, Atlantic CEDC, and Council District 6**

The proposed project is a new **66-unit very low-income senior housing development** with onsite amenities for residents, including a library, lounge and community room. On January 5, 2006, the US Department of Housing and Urban Development (HUD), announced a Section 202 **grant of \$8.2 million** for the development of the project. This funding was made available to only 8 cities in California this year. The project is within the Central Long Beach Redevelopment Project Area on a site that has been assembled of several parcels by the Redevelopment Agency for future development. Now that funding has been secured and the planning application has been submitted for review, the architectural design will be refined. Creations of a new subarea within the PD-25 planned development zoning district will be considered in conjunction with the project, with the intent of creating a cohesive development plan for the area bounded by Atlantic Boulevard and Willow Street, north and east of the Pacific Electric right-of-way. The **project was approved** by the Planning Commission on June 15. On July 24, the **Sunrise Historic District** held a community meeting in the neighborhood with City and Redevelopment staff to discuss the project design and the other changes anticipated in the PD-25 area east of their neighborhood. JV/LH

**10. 1925 Pacific Avenue, Springs of Hope Christian Ministries (Case 0508-23)  
Wrigley Association, Wrigley NAG, Central PAC, Council District 6**

A conditional use permit is requested from a **storefront church** within a pedestrian commercial district. The Wrigley Association, Wrigley NAG, Central PAC, and other groups expressed opposition to the proposal largely because it is not conducive to a pedestrian-oriented commercial zone. The project did not have the required deed restriction and signage for the off-site parking location at the time of the original March 2 hearing, so discussion of the item before the **Planning Commission** was continued on April 6 and May 18. The Planning Commission **approved** the project subject to a requirement for a long-term lease of the additional parking spaces. This project has been **appealed to the City Council** and was heard on **August 15**. At the hearing, the City Council referred the matter back Planning & Building staff to confirm the acceptability of the required off-site parking arrangements. A date for the City Council to finalize its decision is pending. LF

**11. 2198 San Gabriel, Villages at Cabrillo (Case 0509-12)  
West Long Beach, Council District 7**

The former Navy housing complex area is being redeveloped for various types of housing and an industrial district. The project is part of an overall master plan for the area. This project includes **81 units of transitional housing in two buildings**. Planning Commission approved the project at its June 15<sup>th</sup> meeting. MM

Other projects for the former Navy housing area include completion of the industrial park along PCH, and additional transitional housing projects within the complex.

**12. 4565 California Avenue, For the Child (Case 0605-06)  
Bixby Highlands NIA, Council District 8**

The zone change and expansion plans for this social service institution served abused children were completed when the City Council approved the zone change on August 8. The Planning Commission previously approved the Site Plan Review on July 6. The building was originally designed by noted local architect Kenneth Wing at a AAA office building, and has historic features that are being preserved to the greatest extent as part of the expansion. SG

**13. 737 W. PCH, Tattoo Parlor (Case 0605-0)  
Wrigley, Council District 6**

The Conditional Use Permit for the new tattoo parlor was approved by Planning Commission on August 3. Concerns about increased crime and the proximity to nearby adult-oriented businesses were expressed by the community prior to the hearing.

**CODE ENFORCEMENT**

The City of Long Beach has a complaint-based code enforcement system. This means that your input is a necessary part of the process. Code enforcement issues can include weed abatement, abandoned cars, illegal/non-permitted uses, and illegal garage conversions. Recent cases in the West Central area have included unpaved parking lots, illegal retail

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signs, illegal motorcycle repair, illegal additions and structures, and failure to comply with conditions of approval. The best way to initiate code enforcement complaints is to call (562) 570-CODE.

### **HEARING SCHEUDLES**

The **Planning Commission** typically meets every 1<sup>st</sup> and 3<sup>rd</sup> Thursday. Hearings begin at 1:30 P.M. in the Council chambers.

The **City Council** typically meets Tuesday beginning at 5:00 P.M.

Agendas for both the Planning Commission and City Council are available online. You can subscribe to **e-notify** to get an e-mail alert as soon as the agendas are posted at LongBeach.gov.

### **IMPORTANT PHONE NUMBERS**

Council Member (6 <sup>th</sup> District), Laura Richardson	(562) 570-6816
Council Member (7th District), Tonya Reyes Uranga	(562) 570-6139
Council Member (8th District), Rae Gabelich	(562) 570-6685
Steve Gerhardt, West-Central Community Planner	(562) 570-6288
Police, toll free, anonymous, Gang Tip	(866) 426-4847
Police non-emergency calls	(562) 435-6711
Police narcotics tip line	(562) 570-7125
Community Policing, Marlene, CyAarron@longbeach.gov	(562) 570-9825
Historic Preservation	(562) 570-6864
Animal Control Center	(562) 570-7387
Rats, Roaches, Vermin & Other – Environmental Health	(562) 570-4132
Pot Hole Patrol, reporting street pot holes	(562) 570-3259
Maintenance for City Traffic Signs	(562) 570-5264
Street Median Issues, Tom Shippey	(562) 570-4899
Abandoned shopping carts removal	(800) 252-4613
Objects on power lines, SCE Hazardous Conditions	(800) 611-1911, press 2, then 4
Property Maintenance, Building, Zoning Code Enforcement	(562) 570-CODE
Zoning Information	(562) 570-6194
Building Permit information	(562) 570-6651
Call Before you Dig (Underground Service Alert)	(800) 227-2600
Noise Complaint, Environmental Health	(562) 570-5650
Unlicensed food vendors Business License	(562) 570-6211, ext. 7
Unlicensed food vendors Health & Human Services	(562) 570-4219
Damaged Sewer lines from street trees	(562) 570-3259
City Park Issues, Tom Shippey	(562) 570-4899
Graffiti hotline, on private property	(562) 570-2773
Graffiti in City Parks	(562) 570-4895
Graffiti on City Beaches	(562) 570-1582
Graffiti on County flood control channel	(562) 256-1920
Graffiti on Union Pacific Railroad property	(714) 379-3376
Graffiti on Caltrans property	(213) 897-3656
Special Refuse Pick-ups (Free twice a year for large items)	(562) 570-2876
Public Service (listen to menu for options)	(562) 570-2700
Neighborhood Resource Center, Margaret Madden	(562) 570-1010
Storm Drain Hotline, report items dumped in storm drain	(562) 570-3867